

REMARKS

A. INTRODUCTION

Claims 13-30 and 71-94 are pending and rejected.

Claims 80-94 are currently withdrawn but, as discussed below, are subject to examination upon allowance of generic Claim 13.

Upon entry of this Amendment:

- Claims 13-30 and 71-97 will be pending
- Claims 13, 72 and 73 will be amended
- Claims 95-97 will be added
- Claims 80-94 (currently withdrawn) are submitted for examination as they depend from Claim 13 (which Applicants submit is allowable)
- Claims 13, 72, 73, 95, 96 and 97 will be the only independent claims

B. SECTION 101 REJECTION

Claims 13, 72 and 73 stand rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter. Applicants respectfully traverse the Examiner's Section 101 rejection for at least the reason that the recitation of "a web site" sufficiently ties the claimed subject matter to a particular apparatus.

However, each of Claims 13, 72 and 73 has been amended to recite particular desirable embodiments in which the steps of selecting and transmitting are by a controller in communication with at least one vendor server (e.g., a server of a vendor from which a customer is making a purchase and/or a server of a subsidizing vendor), and the facilitating step is via the same controller. No new matter has been added by this amendment. See, e.g., FIG. 1. Accordingly, Applicants respectfully submit that each of the rejected claims (Claims 13-30 and 71-79) is directed to statutory subject matter. Applicants respectfully request the Examiner's reconsideration and withdrawal of the Section 101 rejection.

C. CLAIMS 80-94: READY FOR EXAMINATION AND ALLOWANCE

Each of Claims 80-94 depends from generic Claim 13. Applicants submit, as described above, that Claim 13 is allowable.

Accordingly, Applicants respectfully request examination and allowance of Claim 80-94.

D. NEW CLAIMS 95-97 ARE DIRECTED TO ALLOWABLE SUBJECT MATTER

Applicants respectfully submit that new independent Claims 95-97 are directed to statutory subject matter for at least the same reasons as Claim 13.

Claim 95 is directed to a data storage device supported by the Specification and storing instructions for directing a processor to perform the method of Claim 13. Claim 96 is directed to a particular apparatus supported by the Specification and comprising a data storage device storing instructions for directing a processor to perform a method similar to that of Claim 13 (but without the explicit performance of some steps by a “controller”).

New independent Claim 97 is directed to a system supported by the Specification and comprising at least one vendor server, at least one subsidizing vendor server, and a controller configured to perform a method similar but not identical to that of Claim 13.

Accordingly, Applicants respectfully request allowance of new independent Claims 95-97.

E. PETITION FOR EXTENSION OF TIME TO RESPOND & AUTHORIZATION TO CHARGE APPROPRIATE FEES

Applicants do not believe that any fees are necessary for this response.

Please grant a petition for any extension of time required to make this Response timely. Please also charge any other appropriate fees set forth in 37 C.F.R. §§ 1.16 – 1.18 for this paper and for any accompanying papers to:

Deposit Account: 50-0271

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Please credit any overpayment to the same account.

F. CONCLUSION

It is submitted that all of the claims are in condition for allowance. The Examiner's consideration is respectfully requested.

If the Examiner has any questions regarding this paper or the present application, the Examiner is cordially requested to contact Michael Downs at telephone number (203) 461-7292 or via electronic mail at mdowns@walkerdigital.com.

Respectfully submitted,

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Date

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